



G O E D

Trade Mission to Mexico

June 2012

GUADALUPE M. DE ESCALANTE
Utah's Governor's Office of Economic Development
Mexico Representative

GENERAL

- **Population:** 110 million
- **Gender:** 52% female
- **Age distribution:** 45% under 30
- **Largest cities:**
 - **Mexico City** 23 million
 - **Guadalajara** 6 million
 - **Monterrey** 4 million
 - **Central Mexico** Mid-size cities

U.S. - Mexico Relationship

- **A 2,000-mile common border**
- **Common benefits**
 - **NAFTA**
- **Common problems**
 - **Different languages**
 - **Different cultures**
 - **Security problems shared by both countries**

Economic Conditions

Stability is maintained

Fiscal and money policies are prudent

**After a world economic crisis, Mexico Direct
Foreign Investment has grown**

2011 GDP was 3.9%

**Continued growth is foreseen for the United
States and for Mexico**

What is a Trade Mission?

An agency organized trade mission is usually the preferred way to start a new business relationship.

- ✓ Searches the market for you**
- ✓ Finds what may seem to be good contacts**
- ✓ Does due diligence on them**
- ✓ Sets up appointments**
- ✓ Takes care of logistics**

TM Individual Advantages

- ✓ Orientation on how-to in a different country
- ✓ No problem with cultural aspects
- ✓ Doors are opened for you
- ✓ Scheduled visits will provide you with good insight to your possible client or joint-venture partner
- ✓ Safety and security are key issues
- ✓ Problem solving assistance

Gender and Relationships

- Personal relationship is a must
 - Once established, loyalty follows
- Sense of chivalry and good manners
 - Education is high (academic and family)
 - Can be seen in business and social meetings
- Avoid taking risks
 - Take precautions as you would anywhere else in the world
 - If needed, ask for help
 - Act like a lady and you will be treated like a lady
- Free Trade Agreement = *Tratado de Libre Comercio*: TLC = Tender Loving Care

Remember:

U.S. - Mexico Relationship

Issues:

- Trade**
- Investment**
- Environment**
- Immigration**
- Labor**
- Drugs and Organized Crime**

This Could be YOU!

But you need to consider:



- The correct legal advise
- The correct business advise
 - Finding an agent, a representative, distributor, or joint venture partner (unless you want to explore on your own)
 - Ask about non monetary negotiating skills
- Causal factors for success or failure:
 - Individual behavior
 - External out of your control conditions, and you need to be protected



Monarch Butterflies

*Once your relationship is established,
there will be*

- Loyalty*
- Respectful friendship*

Acapulco - Las Brisas



Think of a nice vacation...
and/or a possible retirement place!

Governor's Office of Economic Development

**Trade Mission to Mexico:
June 2012**

Thank you.